

## Maine State Planning Office

### **Media Event: *MAINE RECYCLES!* Campaign Launch** **Media Kit Available**

**EVENT DATE:** October 22, 2007, 12:45 pm  
Verrillo's Convention Center & Restaurant, 155 Riverside St. Portland

**RELEASE DATE:** October 17, 2007

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**RECYCLE! GIVE YOUR STUFF A SECOND CHANCE.**

Recycling: What better thing can you do with that old newspaper or milk jug? When you recycle it, you give it a second chance. Around the globe - Maine to Malaysia - manufacturers rely on recycling to supply valuable materials. Recycling builds a stronger economy and a cleaner environment. So next time, recycle those newspapers and milk jugs. After all, everything deserves a second chance.

That's the theme of the state's new recycling promotion campaign, which will be launched on Monday, October 22 at 12:45 p.m. during the annual meeting of the Maine Resource Recovery Association at Verrillo's Restaurant, 155 Riverside Street in Portland. The goal is to re-energize Maine's recycling efforts. While Mainers continue to recycle more each year, recycling has not kept pace with the growth of the waste we generate.

Martha Freeman, Director of the State Planning Office, will kick off the unveiling of new ads, website toolkit, and promotional materials. The campaign, which provides posters, public service announcements, ads, brochures and more, hopes to encourage Mainers who are not aware of the ease and convenience of recycling. For example, old newspapers can be recycled in just about every town in the state and are used to make cereal boxes and many other paper products. Paper recycling alone, if we captured it all, could help Maine achieve its 50% recycling goal.

The *Maine Recycles!* Campaign is overseen by a steering committee of representatives of local government agencies and the recycling industry. The State Planning Office will use the campaign materials in statewide promotional events. Local recycling programs can tailor the campaign materials for their own communities.

More information is available on the new website at [www.mainerecycles.com](http://www.mainerecycles.com)

The Maine State Planning Office is part of the State of Maine Executive Department. It provides planning assistance, policy development, program management, and technical assistance to build a sustainable future for Maine's communities, businesses, and residents. Created in 1968, the office provides independent analysis to the Governor and Legislature on the development of the state's economy and conservation of its natural resources. ♦♦♦♦ [www.maine.gov/spo](http://www.maine.gov/spo)

